



LIBRARY, ARTS & CULTURE

Branding RFP

Deadline: July 15, 2016

For all questions about this RFP:

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818-937-7815

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222 East Harvard Street, Glendale, CA 91205

1. Overview

The City of Glendale -- Library, Arts & Culture (LAC) department is seeking proposals from consultants or consultant teams with specific experience in rebranding for the purpose of developing a new identity for its public library system, especially the Central Library which is currently undergoing a major renovation/reimagining. Additionally, new branding for six distinctive neighborhood branch libraries will be developed under a theme that is compatible with the Central Library branding. The selected consultant will work with LAC to analyze and incorporate the Library system's strategic marketing advantages to create the identities. Proposals should include information demonstrating recent experience in rebranding and launch marketing.

2. Background

The Library, Arts & Culture Department provides the community with the opportunity to seek and share ideas and information that will enrich lives, foster literacy, inspire intellectual curiosity and stimulate the imagination. The Central Library, the largest and most comprehensive of the library system, serves as the public anchor in the downtown Art and Entertainment District. It reinforces Glendale's identity and civic pride by providing outstanding public resources and spaces, free access to technology, and seeks to wholly participate in the vibrancy of the downtown.

The Central Library seeks to become an integral part of the "Glendale Renaissance." Once a quiet bedroom community with a lackluster downtown, Glendale has transformed into a major retail and business destination with a significant industrial "Creative Corridor," mostly made up of entertainment-related companies. Over 4,000 new housing units have recently opened or are under construction in or near the downtown, delivering a youthful new population to its pedestrian-friendly streets. Home to corporate giants such as Disney, DreamWorks, Avery Dennison, Whole Foods, DineEquity, Nestle, Public Storage and others, Glendale has also seen its office properties become highly sought after in the past few years. To capitalize on the economic development opportunity this activity presents, the City has affirmed a goal of having an "18-hour Downtown" where people can live, work, and be entertained throughout the day and into the night.

In July 2015 a major renovation of the Central Library was commenced. The renovated library will include state-of-the-art spaces and technology access for public enrichment and enjoyment. A new MakerSpace will be incorporated. And, also a very important new addition: the Central library will include a genocide remembrance component that may function as a mini-museum aligned with corresponding exhibit collections.

The Central Library promises to be an example of 21st century library technology and library space utilization. It will be a rich public resource, not only for the City, but regionally and nationally as well. Its genocide remembrance room has the potential to achieve national renown by the general public, historians and scholars. Its Makerspace will have the potential to be an exciting and interesting place for people of all ages to enjoy.

Neighborhood branch libraries include the Casa Verdugo Library, the Chevy Chase Library, the Grandview Library, Library Connection in the Adams Square district, the

Montrose Library and the Pacific Park Library. Branding for these branches is expected to identify an area of library specialty, such as immigration information, after school, and family activities.

3. Scope of Services

The selected consultant will research and analyze the LAC's current and future functions, services and opportunities to increase patronage, and design suitable branded identities. The identities may include logos, taglines, and style guides for Library marketing materials including press kits, brochures, giveaways, apparel, etc. The identities should be suitable for expression via printed, online applications and social media.

Additionally, the branded identity for the Central Library should be suitable for use during the renovation, during the relaunch/grand re-opening in Spring 2017, and into brand maturity. The branded identity should be compatible with the City's branding materials.

4. Proposal/Presentation

As a part of their proposal, applicants must submit an outline of the process they anticipate following and proposed schedule to complete the rebranding. However, it is expected that the final planning process and timeline will be developed along with the City. The proposal must include, but should not be limited to:

- A summary of the applicant's knowledge of the City of Glendale, including an understanding of the residential and business communities, regional visitors, and business environment, and how the Central Library and 6 branch libraries can maximize visibility in the City.
- A general description of the applicant's approach, including how the applicant will use best practices to develop a strategic approach to this assignment.
- A detailed outline of planned activities with appropriate milestones and deliverables.
- Description of the qualifications of the project team.
- Proposed methods and timeline for gathering and analyzing information.
- An outline of LAC involvement required.
- Specific project outcomes and deliverables anticipated.
- A statement that the proposer will accept the terms of the City's standard Professional Services Agreement (Exhibit A) or a separate written statement of any requested changes to the agreement. (See Item #12 of this RFP.)
- A copy of the proposer's latest audited or reviewed financial statement, or compilation, prepared by a Certified Public Accountant, or a statement as to why no report or statement is available.
- Past project examples.
- A minimum of three professional references for similar projects completed.
- A detailed, itemized "not to exceed" cost of services schedule.
- A statement of how the proposer learned of the opportunity to submit its proposal

5. Evaluation Criteria

May include some or all of the following, or additional criteria at the City's discretion:

- Qualifications of the project team and past performance verification with a minimum of three references for similar projects recently completed.
- Demonstrated understanding and familiarity with the Central Library's potential as a downtown destination
- Demonstrated understanding of the distinction between Central and branch libraries
- Demonstrated awareness of nationwide innovations in library science and place-making
- Demonstrated understanding of public entity branding
- Demonstrated ability to deliver effective public presentations.
- Timeline feasibility
- Budget detail and feasibility

6. Fee Proposal/Budget

The applicant's fee proposal/budget should cover all expenses of the consultant to conduct research, elicit staff input, synthesize this research within the framework of best practices, and deliver a final branded identity which is acceptable by the LAC Director and key staff.

7. Evaluation of the Proposal and Selection of Consultant

The City of Glendale will develop and oversee the process for the evaluation of the information received. Evaluation of proposals may be conducted by City staff, elected officials, appointed Commissioners, and/or other designated community stakeholders. Proposals must be as thorough and detailed as necessary so that the City may properly evaluate the capabilities of the proposer to provide the required services. Failure to comply with the requirements of this RFP may result in disqualification.

The City reserves the right to investigate the past performance of any applicant with regard to its completion of similar projects.

The anticipated timeline for selection will be published to all proposers after the proposal deadline in consideration of the number of proposals received. All individuals and firms responding to this RFP will be notified of their selection or non-selection in writing via email as soon as the evaluation team has completed the selection process. An alternate consultant may also be identified in the event that a mutually acceptable agreement cannot be reached with the selected consultant.

8. Submittal Information

Proposals must be received at the address below no later than July 15, 2016. A Proposal received after this date and time may be considered non-responsive and the City will return the Proposal, unopened.

A Proposal must be in writing. Oral, telephonic, facsimile, telegraphic, or electronically transmitted Proposals are invalid and the City will not accept or consider them.

Ten bound copies must be submitted.

The proposal must be signed by an individual or individuals authorized to execute documents on behalf of the proposer.

The proposal submittal must include the legal name and address of the company, including name, title, address, telephone number, and email address of a single point of contact concerning the proposal.

Proposals may be delivered by hand, mail or courier. Direct proposals to:

Sharon Mann Garrett, Principal Administrator
Library, Arts & Culture
222 E. Harvard St.
Glendale, CA 91205
818-937-7815

9. Interim Inquiries and Responses; Interpretation or Correction of RFP

If a proposer has any question about this RFP, the proposed Professional Services Agreement, or the scope of work— or if a proposer finds any error, inconsistency, or ambiguity in the RFP, or the proposed agreement, or both— the proposer must submit a written “Request for Clarification” before submitting its Proposal.

The proposer must submit a Request for Clarification, via email, to: Sharon Mann Garrett sgarrett@glendaleca.gov

The City must receive the Request for Clarification no later than **July 1, 2016.**

If necessary, the City will make clarifications, interpretations, corrections, or changes to the RFP, or the proposed Professional Services Agreement, or both, in writing by issuing Addenda. A proposer must not rely upon, and the City is not bound by, purported clarifications, interpretations, corrections, or changes to the RFP and the proposed Professional Services Agreement, that are made verbally or in a manner other than a written advisory from the City.

10. Other Conditions/City’s reservation of rights

This RFP and the proposal evaluation process do not:

- Obligate the City to accept or select any Proposal, or award a contract.
- Obligate the City to reimburse or defray any costs incurred by proposers in responding to this RFP.
- Constitute an agreement by the City that it will actually enter into any contract with any proposer.

When it best serves the City’s interests, the City may do any one or more of the following:

- Reject any Proposal or all Proposals at its sole discretion.
- Extend the deadline for accepting Proposals.
- Accelerate the pace of the RFP process if only one or a handful of Proposals are received.
- Waive any or all information, defects, irregularities, or informalities in a Proposal.

- Accept amendments to Proposals after the Proposal Deadline.
- Amend, revise, or change the RFP's evaluation or selection criteria.
- Cancel, withdraw, amend, revise, change, or negotiate the terms of this RFP, the proposed Contract, or both.
- Reissue a Request for Proposals.
- Prepare a short list of candidates.
- Conduct oral interviews.
- Visit proposer's facilities or business.
- Request additional information or clarification on any item in a proposal which the City deems necessary to determine the proposers' qualifications.
- Examine financial records of a proposer to the extent necessary to ensure financial stability.
- Make a partial award.
- Negotiate with one or more proposers.
- Award contracts to one or more proposers.
- Require a best and final offer from one or more proposers.
- Develop its own brand directly— without an RFP or bids— for those services.

The City of Glendale complies with all California statutes and regulations related to conflicts of interest.

11. Insurance

Specific insurance requirements are noted in the attachment (Exhibit B), and will need to be in place before the successful proposer provides the services described in this RFP. The City will require certificates of insurance and additional insured endorsements when the proposer submits a signed contract to the City. The proposer must submit to its insurance company or insurance agent the Insurance Requirements in this RFP.

12. Standard Contract for Services

Before any services can commence, the selected firm or individual will be required to sign and deliver the City's standard contract—Professional Services Agreement (PSA)—which is attached. To facilitate the smooth and timely implementation of this project, firms responding to this RFP should review all the terms and conditions of the PSA, including, but not limited to, provisions relating to insurance, indemnity, and termination.

The City's policy is that the PSA be accepted as is. By submitting a Proposal to the City in response to this RFP, each proposer is deemed to have provided its approval to the PSA, accepting it without qualification. If a proposer seeks limited modification of the PSA, then the proposer must identify the proposed changes in the Proposal. However, changes or qualifications to the PSA may be weighed in the evaluation of the Proposal and may cause rejection of the proposal as non-responsive, in the City's determination.

The RFP, or any part of it, and the proposer's responses, will be incorporated into and made a part of the PSA. The City reserves the right to further negotiate the terms and conditions of the PSA. The proposer whom the City Council selects must cooperate with the City in good faith to negotiate, sign, and deliver the final PSA.

Within fourteen (14) calendar days after the City issues the Notice of Intent to Award, or within any extension that the City may allow, the selected proposer must submit to the City all of the following items:

- Three (3) originals of the PSA, properly signed by the proposer.
- Insurance certificates and additional insured endorsements that fully conform to the PSA's insurance requirements.

After the City receives the signed PSA and insurance documents, the City Attorney's office will review the PSA. Additionally, the City Attorney's office or the City's Risk Manager will review the required insurance. If the selected proposer has not changed any terms of the PSA, and if the insurance conforms to the PSA insurance requirements, the City will sign the PSA and return an original of the PSA to the proposer.

No agreement is binding upon the City until the agreement has been completely executed by the consultant and approved by the City Attorney, approved by the City Council, if required, and executed by the City Manager or designee.

13. Tentative schedule of RFP activities

RFP Release Date	June 1, 2016
Deadline for Clarifications/Questions	July 1, 2016
Proposals Due Date	July 15, 2016
Proposer Short-List Identified	August 1, 2016
Short Listed Proposer Presentations	August 2016